

IAA Olive Crown Awards 2024 – Winners List

SNO	Category	Title of Entry / Caption	Agency	Advertiser
1	Press - Consumer Products			
	Gold	#UnplasticIndia	VML	The Times of India
	Silver	Plastic to Parks	Ogilvy India	ITC Limited
2	Press - Corporate			
	Gold	#UnplasticIndia	VML	The Times of India
	Silver	Broken Wing	Rediffusion Brand Solutions Pvt Ltd	Indian National Press Bombay Pvt Ltd (Free Press Journal)
3	Press - Unreleased			
	Gold	Machines camouflage the real sounds.	Ogilvy Mumbai	WWF india
	Gold	Killer Sport	Network Advertising Private Ltd.	PETA (People for the Ethical Treatment of Animals)
	Special Mention	Plastic Saves Lives	Underdog	Reliance Industries Limited
	Special Mention	Save forests. Save animals.	Lemon and Spoon	Nityanand Pharmacy

	Special Mention	The Evidence	VML	NCF - India
	Special Mention	Shift To Thrift	Ogilvy Mumbai	WWF india
	Special Mention	Killer Fashion	FCB Interface	World Wildlife Fund: WWF
	Special Mention	Furniture	FCB Interface	Mahindra Sustainability
4	Digital			
	Gold	#UnplasticIndia	VML	The Times of India
	Gold	Saving Our Stripes	The Times Group	The Times of India
	Gold	Hum Do, Hamaare Do	HyperCollective - A division of Nihilent	HyperCollective - A division of Nihilent
	Silver	Sustainable is Attainable / Embrace Mother Earth	Rediffusion Brand Solutions	Tata Power
	Silver	Gas Burner	RK Swamy Ltd	Hindustan Petroleum Corporation Limited (HPCL)
	Silver	Hong's Kitchen Soup-er Hero	Between Consultancy	Hong's Kitchen
	Silver	Friendship Day Campaign 2024	Grey Advertising Bangladesh Ltd.	Grameenphone Ltd.
5	Events			
	Silver	#UnplasticIndia	VML	The Times of India

	Silver	Eveready Light Idol	Ogilvy India	Eveready India
6	TVC/Cinema – Corporate			
	Silver	Sustainable is Attainable	Rediffusion Brand Solutions	Tata Power
7	TVC/Cinema – Unreleased			
	Special Mention	Gas Burner	RK Swamy Ltd	Hindustan Petroleum Corporation Limited (HPCL)
8	Out Of Home			
	Gold	Hong's Kitchen Soup-er Hero	Between Consultancy	Hong's Kitchen
	Silver	#UnplasticIndia	VML	The Times of India
9	Print Production			
	Gold	One Page Calendar 2024	Ibisco Mediaworks Pvt Ltd	Gokul Optics
10	Young Green Art Director Of The Year			
	Gold	#UnplasticIndia	Purnajyoti Kundu, VML	The Times of India
	Silver	Homeless Animals	Prashanti Nagashree Ogilvy India	THG Publishing Private Limited
11	Young Green Writer Of The Year			

	Silver	Multiple, Croma	Soham Ghosh Havas Worldwide	
12	New Age Green Initiative			
	Gold	Purposeful Programming - Sustainability on Screen	Greening Advertising Media & Entertainment (GAME)	Sony Pictures Networks India
	Gold	Zero Waste Initiatives at Gujarat Titans Home Stadium, Lollapalooza 2023 & Mahindra Blues Festival	Skrap Waste Management Solutions	Gujarat Titans, Lollapalooza India & Mahindra Blues Festival
	Silver	Bharavaseya Hasiru	Bharavase	Bharavase
	Silver	Birds of Freedom	WorkshopQ	Gems & Jewellery Export Promotion Council (GJEPC)
13	Green Campaign Of The Year			
	Gold	#UnplasticIndia	VML	The Times of India
14	Green NGO Of The Year			
	Gold	Agni Prithvi Jal	Earth Brigade Foundation	Earth Brigade Foundation
	Silver	The Collective Dream	Chirag Rural Development Foundation	Chirag Rural Development Foundation
15	Green Brand Of The Year			

	Gold	The Times of India		
16	Corporate Social Crusader Of The Year			
	Gold	Mathrubhumi SEED	Mathrubhumi Printing and Publishing Co. Ltd	Mathrubhumi Printing and Publishing Co. Ltd
	Gold	#UnplasticIndia & Saving Our Stripes	VML	The Times of India
	Silver	Ek Ped Ek Zindagi, Mitti Ke Ganesh, Sarthak Diwali and Vastradaan	Dainik Bhaskar	Dainik Bhaskar
17	International Green Campaign of the Year			
	Gold	Green Solar Network	Grey Advertising Bangladesh Limited	Grameenphone Ltd.
	Silver	Friendship Day Campaign 2024	Grey Advertising Bangladesh Limited	Grameenphone Ltd.
	Silver	Eco-Museum (First Interactive Museum in Romania Dedicated to Environmental and Climate Change Education)	Act for Tomorrow	NEPI Rockcastle
18	Green Agency Of The Year	VML		
19	Green Crusader of the Year	Jadav Payeng		
20	Young Green Crusader of the Year	Malhar Kalambe		